BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 10: Customer Immersion Experiences
Learning aim(s)	**A:** Investigate the marketing of customer experiences for different products and services
Assignment title	Customer immersion experiences as marketing methods
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a marketing assistant for a local business and have been asked to investigate customer immersion experiences as a potential promotional method for the launch of a new product or service. You have been asked to create a report on the importance of customer immersion experiences, which you will present to the senior marketing team.

Task	You will have to gather research into the purpose, use and success of customer immersion experiences within the marketing of two different products or services. Using your research, you will prepare a digital report which examines the use of customer immersion experiences within the promotion of two different products or services. Your report should include: • an explanation of the purpose of customer immersion experiences • an overview of each product or service, describing how customer immersion experiences have been used to promote them to a target market • a detailed analysis of the outcomes of customer immersion experiences for both products or services, using examples where appropriate • a thorough evaluation of the impacts that customer immersion experiences have had on the achievement of successful outcomes across both products or services • a conclusion which justifies the importance and success of customer immersion experiences in the marketing of products or services, supported by examples.

Checklist of evidence required	An individual digital report that includes: • the purpose of customer immersion experiences • examples of customer immersion experiences used in the promotion of products or services • an assessment of the effectiveness of customer immersion experiences in the promotion of products or services • evaluative content on the success and importance of customer immersion experiences • a conclusion with clear justifications and judgements, supported by examples.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
10/A.D1	Evaluate the importance of customer immersion experiences in the promotion of different products/services to achieve successful outcomes.
10/A.M1	Analyse the effectiveness of customer immersion experiences in the promotion of different products/services.
10/A.P1	Explain the purpose of using customer experiences in marketing campaigns.
10/A.P2	Describe the use of customer immersion experiences in the promotion of different products/services.
Sources of information to support you with this Assignment	**Websites** www.interlink.com/blog/entry/what-is-a-customer-immersion-experience-cie https://blog.marketculture.com/2012/10/26/how-customer-immersion-programs-amplify-a-customer-culture/ https://touchpointdashboard.com/2012/12/immersing-yourself-in-your-customers-world/ www.forbes.com/sites/blakemorgan/2017/07/17/5-fresh-examples-of-customer-experience-innovation/#13d4f5e15c18 www.mc-2.com/knowledge/immersive-experiences-captivate-event-audiences/